

# Annual Index ■ Volume 8 ■ 1973

## Medical Marketing & Media: January—December

### ARTICLES

#### ADVERTISING

##### Self-Regulation of Advertising in the Dental Industry

by Frank J. Cordero. May, page 20.

The American Dental Association is for good advertising. "By establishing its copy review program, the ADA has shown that it sees this need, and is willing to accept this necessary regulatory responsibility."

##### A Technique for Medical Copywriting

by Gordon H. Hodder. October, page 48.

The senior copywriter at Sieber & McIntyre, Inc. suggests that "advertisements founded on the marketing objective, based on the right appeal, and expressed in an unusual way with consideration given to consumer creative methods, can be interesting and bright without sacrificing accuracy and truth."

#### AUDIOVISUAL MEDIA

##### Hospital Teaching Conferences on Home Television

by John F. Stapleton, M.D., and Alyce K. Paullin, Ph.D.

August, page 19.

Reports of a study which tested the actual communication of knowledge achieved by the physician during a series of home telecasts of hospital teaching conferences. The study also indicated the possibilities of cable television and cartridge systems as promising innovations.

#### DETAILING

##### The Detailman: A Need for Reevaluation

by Peter J. Lecca, Ph.D. March, page 22.

Dr. Lecca's study revealed that the detailman has not been rated so favorably as to drug and general health information. "With pharmacy education instituting innovations in clinical pharmacy instruction, and private and public sectors demanding improved quality health care and knowledge, pharmaceutical manufacturers might well take a close look at their sales promotion staff."

#### DIAGNOSTICS

##### The Diagnostics Marketplace

by Warren R. Jacobson. February, page 13.

The author, marketing manager for Wampole Laboratories, explains how many companies are turning toward other areas of the health care field to provide opportunities for business expansion. He provides here a background for the diagnostics market.

#### DIRECT MAIL

##### A Direct Mail Seminar

by Roger W. O'Neill and Edward N. Mayer. October, page 13.

A highly informative seminar, complete with questions and answers, covering every facet of direct mail advertising.

#### EDUCATION

##### Pharmacists' Attitudes: A Semantic Differential and Factor Analysis

by Jeffrey A. Kotzan, Ph.D., Albert W. Jowdy, Ph.D., and Charles L. Braucher, Ph.D. May, page 28.

A comprehensive study by leading educators at the University of Georgia analyzing the attitude and selected demographics of those adult pharmacists in attendance at a continuing pharmacy education program.

##### Perspectives on Behavioral Technology

by Stephen R. Knapp. September, page 15.

A consistent application of the principles of behavioral technology in the form of clinical simulation will channel the active responses of the learner progressively toward the knowledge that is the end object of his program.

##### The University of Connecticut Health Center

by Whitney W. Jacobs. September, page 33.

This new concept of an educational patient care complex will undoubtedly play an important role in the health care future of the state of Connecticut, and the United States.

#### GENERAL INTEREST

##### Spinoffs From Space

by Olaf Oloffson. January, page 13.

A description of the "small fraction of what actually has been done, what is being done, and what will and can be done to apply NASA achievements and capabilities to the solution of biomedical and other problems."

##### P. J. Berkowitz and the Cartesian Diver

by Joseph Bernstein. June, page 32.

Another adventure by MMM's favorite agency "idea" man, P. J. Berkowitz.

##### Potion Culture Among the Nacirema

by Mickey C. Smith, Ph.D. September, page 46.

A humorous report on certain aspects of the special potion culture of the "backward" Nacirema.

continued on page 22

## MARKETING

### SWAMI

by Mickey C. Smith, Ph.D., Kenneth Steiner, M.S., William Benfield, B.S., Richard Kuo, B.S., Davis Lohrisch, B.Pharm., Francis Palumbo, B.S., and Thomas Sharpe, B.S. January, page 26.

Numerous ideas gleaned from among those submitted daily by each of the authors in the graduate course in advanced drug marketing at the University of Mississippi.

### New Product Reception: Tactical Use of Competitive Product Life Cycles in Multinational Marketing

by Dominick J. Mazzoni. March, page 13.

Few marketers relate timing of introduction of new products to a far more critical aspect of marketing—the receptivity of the marketplace itself. It is the writer's opinion that an analysis of competitive product life cycles can be an important indicator of market receptivity.

### A Short Hot Summer Sales Promotion Plan

by Ronald J. Leavesley. March, page 26.

An unusual sales program conducted by Vick Chemical Company, using dental school students to promote its products among practicing dentists. The program is a major contribution to Vick Chemical's total dental marketing effort.

### Challenges/Changes in Hospital Marketing

by Eli Fritz. May, page 11.

"While much of the comparison between nonprofit and for-profit hospitals centers around costs . . . that is really not the question: service to the public is the question."

### Product Selection by Pharmacists Forces Changes in Marketing

by Harold J. Segal, Ph.D. June, page 11.

In Canada, current legislation allows a pharmacist to substitute the original medication order of a physician to one of his own choosing, unless the physician indicates otherwise. Consequently, manufacturers must acquaint themselves better with a previously dormant market: the pharmacist.

### Marketing Clinical Laboratory Products Under FDA Regulations

by Marvin L. Miller. November, page 9.

Mr. Miller, assistant vice-president and general manager of Roche Diagnostics, a division of Hoffmann-LaRoche, talks about "some of the relevant reactions of many industry members to current FDA regulations" and their immediate effects on marketing.

### The Foot-in-the-Door Technique: Implications for Marketing

by Jack Robbins. November, page 28.

Mr. Robbins discusses a different technique "which has

been shown to help decrease consumer resistance to new ideas," and therefore, make a "buy" decision.

### The Under-Marketed Inner City Physician

by Harold Hamilton. December, page 9.

There are 6000 black physicians currently working with the 23 million black patients located largely in the nation's cities. "Marketing surveys and resulting computerized data on which many decisions are made, fail to indicate the market importance and characteristics of these physicians."

## MEDIA EVALUATION

### The 1973 Look at Advertising Page Exposure

by Stephen J. Sorkenn and Lee Slurzberg. June, page 16.

The authors state "that research techniques are available for measuring cumulative advertising page audience for medical publications." The burden now remains with the advertisers to take advantage of these new techniques.

### Readership Characteristics of Doctors

by Stephen P. Selinger. October, page 38.

Mr. Selinger, a marketing representative for Medico-Media Audit, presents their study of the specific traffic patterns for medical publications.

## OTCs

### Self-Medication in the United States: the Emerging Regulatory Climate

by Walter Ames Compton, M.D. April, page 28.

Dr. Compton, president of Miles Laboratories, Inc., and a member of the National Drug Advisory Committee states: "home medication is older than professional medicine. It was going on in the homes and villages of society before the witch doctor was thought of, and long, long before professional medicine assumed the role which it carries today."

### A Decision Model for Stocking OTC Ethicals

by Robert A. Freeman and Mickey C. Smith, Ph.D. July, page 32.

This model drew the following conclusions: one, that "pharmacists can identify product attributes of primary importance to them in a decision to stock an OTC ethical," and two, that by "using these product attributes in a decision model, pharmacists can be taught to differentiate between product types and make decisions as to the desirability of stocking a new product."

## THE PHARMACEUTICAL INDUSTRY

### Executive Demand in 1973

by Fredrick M. Linton. February, page 22.

A comprehensive study by the president of Boyden Associates, Inc., the world's largest executive search firm. Mr.



Linton predicts that the current year outlook for executive positions should reach a five year high.

**Accelerating the "Review/Approval Process"**

by John Corboy Ryan, M.D., F.R.S.M., and Jacques Léger, M.D., Ph.D. February, page 28.

An outline which could markedly expedite a review of drug submission and hence their ultimate final approval in a much shorter period of time.

**Public Utility Regulation of the Pharmaceutical Industry: an Initial Exploration**

by Edward K. Duch Jr., and Albert I. Wertheimer, Ph.D. June, page 19.

This extensive essay deals with the possibility of public utility regulation. Mr. Duch and Dr. Wertheimer, who collaborated on the essay while together at the State University of New York at Buffalo, feel that regulation is possible.

**Pharmacy Manpower: Current Status and Future Requirements**

by Christopher A. Rodowskas Jr., Ph.D. July, page 18.

Dr. Rodowskas is director, pharmacy manpower information project, American Association of Colleges of Pharmacy. "Projecting market trends to 1985 reveals the potential for a drastic reorganization of professional practice."

**PARCOST: Its Origins, Mechanics, and Impact**

by Harold J. Segal, Ph.D. August, page 11.

A comprehensive description of the PARCOST (pharmaceuticals at reasonable cost) program which was first initiated in the province of Ontario in Canada in 1970.

**Streamlining Drug Wholesalers' Order Entry**

by Paul J. Palmer. August, page 30.

Mr. Palmer, director, Distribution Industries data processing division, IBM Corporation, describes a new computerized technique which can provide improved customer service, and more efficient, productive warehouse and administrative operations for the drug wholesaler.

**Medical Consumerism 1984?**

by Richard A. Jackson, Ph.D. August, page 36.

By the use of satire, Dr. Jackson warns against consumer entry into the professional and scientific aspects of health care.

**Drug Quality: Practicing Pharmacists' Viewpoints**

by Ashok K. Gumbhir, Ph.D. September, page 24.

"This study . . . does highlight the fact that the pharmacist's perception of the quality of drug products is subjective, and is mainly based on physical attributes of the drug product, rather than the knowledge of the expected therapeutic performance of the drug products."

**Substitution or Antisubstitution?**

by Irving Rubin, R.Ph. November, page 12.

The editor and publication director of the *Pharmacy Times* magazine expounds on the present antisubstitution laws and makes some interesting predictions on the development of those laws by the year 1980.

**Motivation of Personnel**

by Ewing Kauffman. November, page 20.

Mr. Kauffman, the president and founder of Marion Laboratories, explains why his company has been so successful in producing a high degree of motivation among his employees.

**A New Drum Beats on the Potomac**

by C. Joseph Stetler. December, page 14.

A classic and strong defense of the pharmaceutical industry, presented in the face of the December hearings in Washington before the Health Subcommittee of the Senate Labor and Public Welfare Committee. Mr. Stetler points out that "Government takeover of research and development are anticonsumer and antimedicine."

**PRESCRIBING/PRESCRIPTIONS**

**The High Prescribing Physician**

by Robert W. Hammel, Ph.D., and Munro S. Kagno. January, page 20.

This study had as its objective the question of who had the greater apparent ability to quantify the prescription productivity of high prescribers, the professional service representative or his manager.

**1972 Prescription Survey by the Albany College of Pharmacy**

by Rinaldo V. De Nuzzo. April, page 13.

"The combined effects of price controls, the consumerism movement, and increased competition from chain pharmacies may have brought about the first decline in the price of an average prescription since the year 1956."

**What Motivates a Physician To Try a New Product?**

by Joseph D. Waxberg, M.D. July, page 13.

A practicing psychiatrist analyzes the motivational behavior of physicians who prescribe new drug entities. Dr. Waxberg is publisher of *Physician's Management* magazine and also vice-president of the medical publications division of Harcourt Brace Jovanovich, Inc.

**PUBLIC RELATIONS**

**Public Relations: A Major Path to the Consumer**

by Gideon A. Marken. May, page 24.

Mr. Marken appeals for a better use and understanding of the special capabilities of public relations, which can materially assist firms in overcoming their problems.



### Authors

**BENFIELD, WILLIAM, B.S.** "SWAMI," with Mickey C. Smith, Ph.D., Kenneth Steiner, M.S., Richard Kuo, B.S., David Lohrisch, B. Pharm., Francis Palumbo, B.S., and Thomas Sharpe, B.S. January, page 26.

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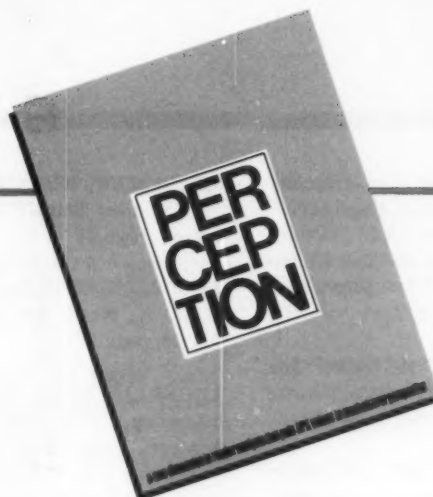
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**GUMBHIR, ASHOK K., Ph.D.** "Drug



## One step beyond APX... PERCEPTION

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